



## PLANNING AND DEVELOPMENT

400 LA CROSSE STREET | LA CROSSE, WI 54601 | P: (608) 789-7512

July 11, 2018

Council Member Jessica L. Olson

8<sup>th</sup> District Council Member

1219 Madison Street

La Crosse, WI 54601

Via Email: [olsonje@cityoflacrosse.org](mailto:olsonje@cityoflacrosse.org)

RE: Tax Increment Financing Options for the La Crosse Center Expansion

Dear Council Member Olson,

The Common Council of the City of La Crosse approved the Project Plan for the Creation of Tax Incremental District No. 17 on September 29, 2015. Included in the ten year projection of projects based upon anticipated increment at that time is \$1.5M for the La Crosse Center Expansion/General Upgrades in 2019 to be financed through Taxable General Obligation Bonds. The increment generated in this TID is currently allocated to debt service for the GO Bonds for the 3<sup>rd</sup> and Vine Street Parking Ramp. At this time we do not have additional increment for other projects, however, we do anticipate additional development to generate increment in future years, such as the Landmark at the Rivers mixed-use development, the La Crosse Distilling Co., and the potential development of the Chalmers office building. Use of additional increment, if any, may be subject to the approval of the Capital Improvement Program allocation by the Common Council.

In addition to TID No. 17, the La Crosse Center is within ½ mile of TID No. 11. Per an amendment to the project plan, approved by the Common Council on October 9, 2014 certain projects are allowed within ½ mile of TID No. 11, including the La Crosse Center area and Riverside Park. Among the allowable projects are park improvements, landscaping improvements, streetscaping, wayfinding, and improvements to facilitate pedestrian travel in and around the TID. Again, use of any unanticipated surplus increment will be subject to the approval of the Common Council during the CIP process.

Regards,

Jason Gilman  
Director of Planning and Development

Andrea Schnick  
Economic Development Planner

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